

➤ Bringing  
offshore  
production  
**home**

**Design**

Typesetting

Directories

Catalogues

Books

Clipping  
Paths

Magazines

# **DYNAMIC** **PRE-PRESS** **SOLUTIONS**

● ● ● HEDGEHOG PUBLISHING

# The cost-effective route...

Design

Magazines

Directories

Catalogues

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Books

## > What we offer

**Take advantage** of the benefits that **Hedgehog Publishing** deliver:

- > Fixed page and image rates, providing you with a known project cost before you start.
- > A 24-hour resource, giving you the advantage that your project continues being developed when your working day has finished.
- > **Consistent and stable high-speed up and downloads to a UK based FTP server.**
- > A high-level of liaison and communication allows us to provide you with real-time information on your project.
- > **Strength and depth with a team of more than 200 designers, typesetters and graphic artists.**
- > A flexible resource to suit your workload peaks and troughs.
- > **UK based management team, working in your time zone and understanding the UK market demands.**
- > All files come through Hedgehog Publishing which provides an effective secondary quality control mechanism to ensure accurately produced material.

## Freelance, outsource, offshore...

call it what you will; you use a third party to **suit your workload demands.**

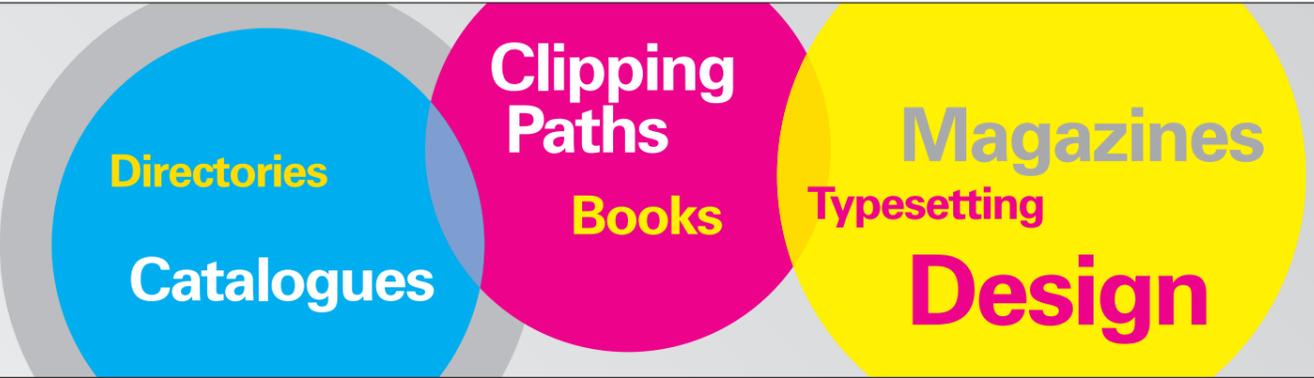
- > **That is exactly what we offer, a flexible resource delivering a quality finished product at a known cost.**
- > No vague promises on delivery or cost estimates. All prices and lead times are agreed before the start of any project.
- > **We're confident in our ability to meet the high standards you expect and will happily produce test files for you, to demonstrate the standards we set ourselves.**
- > Please contact us to obtain the FTP details of where files can be uploaded to.



"The quality of work from Hedgehog is exceptional and gives us extra capacity whenever we need it".

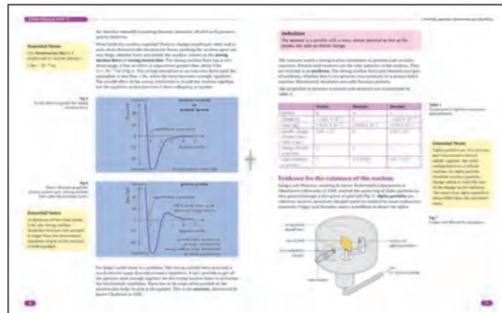
- Express Gifts Ltd.

# Full production workflow...



## > Page production

Whether we're building a page from scratch, using a template or style sheet, or an example of a previous page, you can be sure that we'll follow your brief and deliver a quality product.



## > Imaging

We're never quite sure what the next image project is going to be, but our team of skilled designers are well used to the intricacies of clipping, cloning and re-touching images of varying complexities.



Our deadlines were very tight but Hedgehog delivered an extremely professional service with no complication  
- Flip Media

# Spot the talent you need...

Magazines  
Typesetting  
Clipping  
Paths

Design  
Catalogues

Directories  
Books

## > About us

**Hedgehog Publishing Ltd, set up in 2007, delivers offshore pre-press services to all publishers of printed and electronic media.**

The formation of Hedgehog Publishing and its service provision was a natural evolution for sister company, Publishing Paper Solutions, which provides management services for the purchase and consumption of commercial printing papers, and enables across both businesses, the delivery of a full production workflow from design conception to delivery of a printed product.

Hedgehog has forged strong relationships with its Indian vendor partners, who with a team of more than 200 staff, working around the clock in a 3-shift pattern have the resources and experience to consistently deliver quality spreads and graphics, and to react to short turnaround demands.

Together with our offshore partners we have established a workflow practice that can deliver a viable commercial alternative to UK typesetting, page make up, clipping paths and illustrations.

Hedgehog Publishing delivers the cost benefits and flexibility that an offshore facility is expected to provide, including fixed fee projects, but critically with the client contact and FTP hosting based in the UK.

Whether you're running in-house pre-press or using third party suppliers; deadlines and costs are ever present issues that need micro management. With quality and turnaround being fundamental to any successful production workflow, our team has been built to offer an alternative to UK based production.



**"Competitive, highly professional and objective, with an acute awareness for detail. They are a pleasure to do business with".**

- Guild of Registered Tourist Guides

**We have a dedicated team in place to provide a tailor made solution that caters for seasonal peaks or more regular pre-press demands.**

Communication is key to ensuring the efficient and accurate delivery of spreads, images and illustrations, and we've found through regular dialogue with our clients that the convenience of speaking to a UK production contact greatly improves efficient and accurate delivery of files. Not to mention that we're a secondary quality control to ensure that files both uploaded and downloaded satisfy the client and the production team's needs.

With Indian vendors working 5 hours ahead of the UK, we have the tremendous advantage of uploading files close of play UK time, and being able to return files to the client during the following morning, having effectively gained an additional working shift.

We wholeheartedly believe in the expression 'proof of the pudding....' and would encourage you to upload some test files to our FTP so that we can illustrate our quality and service levels.

**Contact us for further information:**

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# The sharp end of offshoring

Hedgehog Publishing offers prepress services at reduced costs and faster turnaround times through offshoring, but with the advantage of being managed in the UK

The idea of offshoring prepress often turns heads, as fast turnaround times and reduced costs are an attractive lure, but the realities of managing a relationship with a company abroad have not always matched the promise. However, businesses can obtain the benefits of offshoring without the hassle, through a UK company that understands prepress issues: Hedgehog Publishing.

Hedgehog was formed in May 2007, having evolved from paper management provider Publishing Paper Solutions. It has the capabilities to take designs, images and text through to a printed or electronic product, due to its partnership with TexTech, a content solutions provider based in India.

Between Hedgehog and TexTech, there is a team of over 150 staff, working 24 hours a day, six days a week, ensuring extremely fast turnaround times for customers at a low price. Files sent across to TexTech can be returned within hours, and a file sent across at the end of the UK working day can in some cases be completed by the following morning.

Unlike many previous offshoring methods, all client management and project scheduling are handled in the UK by Hedgehog, making it the first point of contact for customers. However, Hedgehog is far more than just an intermediary company for the client and vendor.

It provides a number of additional benefits as part of its service, such as overseeing quality control of the work supplied by the vendor and providing feedback and advice on how to make the most of the published product.

One such client utilising Hedgehog's services is leading catalogue brand Express Gifts. Hedgehog is used to provide design and prepress for Express Gifts' three main catalogues a year, along with many booklets. Paul Venediger, founder of Hedgehog, estimates this to total around 50 catalogues a year, some



handled simultaneously, adding up to 3,500 pages annually.

For the three main catalogues, Hedgehog is supplied templates from Express Gifts, but for the smaller booklets, it is simply informed what product to put on which page. For both types of catalogue though, Hedgehog will liaise with TexTech and the publishing manager of Express Gifts with suggestions for how best to design the catalogue pages.

To produce each spread, the client uploads images, stylesheet or templates plus text to Hedgehog's FTP for the initial build. Once PDF's are ready they go through a quality control check by Hedgehog before being uploaded to the client. This process is repeated through subsequent amends stages until client approval after which collected files or printer ready PDF's are uploaded. During the process Hedgehog controls the flow of files. Cut-outs are managed in much the same way.

Along with catalogue spreads, Hedgehog also produces a directory for the Guild of Registered Tourist Guides. Hedgehog is responsible for the entire production process of the directory, from typesetting to design and printing.

According to Venediger, offshoring works best for more formulaic products, making it suitable for mail order, book publishing, directory and B2B magazine work. As TexTech's own customer base already features a number of US book publishers, including Random House, Penguin and Pearson, Venediger is keen to utilise this expertise and enter Hedgehog

into the book publishing sector.

It was due to the calibre of its work and its clients that Hedgehog first selected TexTech as its vendor. Although working with a vendor in a different country may be seen as a challenge, Hedgehog and TexTech have a "fantastic relationship" with daily contact and face to face meetings every two to three months.

Hedgehog's relationship with TexTech has eliminated some of the difficulties of offshoring. Venediger explains: "Often with offshoring, the customer speaks to the company abroad directly and gets frustrated with the cultural differences and possible misinterpretation of instructions. We are able to handle the offshoring for them and with us in the UK the client is reassured that they are always in control."

• [www.hedgehogpublishing.com](http://www.hedgehogpublishing.com)

Hedgehog provides offshored prepress services for Express Gift's range of catalogues



## Customer testimonials

Hedgehog's prepress offshoring service has provided many benefits for clients. Here's what two of them have to say:

San Kapil, head of publications for Express Gifts Ltd: "Using Hedgehog has enabled us to save on costs such as overtime, increased head count and freelance operators. The quality of work from Hedgehog is exceptional and gives us extra capacity, whenever we need it."

David Thompson, Chair of the Guild for Registered Tour Guides: "As our annual membership directory is a major promotional tool in obtaining work for our members its essential we take delivery of a top-quality product. With Hedgehog that is never in doubt: competitive, highly professional and objective, with an acute awareness for detail."